



# The National Advocacy Campaign

to Eliminate Discrimination Against People in Recovery from Addiction  
and to Expand and Improve the Full Continuum of  
Prevention, Treatment, Recovery, and Research

## GOALS OF THE NATIONAL ADVOCACY CAMPAIGN ARE TO:

- Expand and improve health responses to addiction by providing life-saving prevention, treatment and recovery services to millions more Americans, as well as expanding cutting edge research; and
- Eliminate discrimination against people in recovery or still suffering from addiction.

## NATIONAL ADVOCACY CAMPAIGN ACCOMPLISHMENTS & BENCHMARKS

### 2008 ACCOMPLISHMENTS

- ✓ Developed an Advocacy Plan - *Health Policy Reform: A Roadmap for Smarter and More Effective National and State Alcohol and Drug Policies*.
- ✓ Launched a nationwide fundraising campaign in the final quarter of the year resulting in 39 donors from 20 states.
- ✓ Developed a comprehensive strategy to recruit donors through the SAAS provider membership.
- ✓ Expanded Advocacy efforts to include Medicaid expertise.
- ✓ Distributed roadmap document to Obama transition team.
- ✓ Met with many members of Congress, sharing the Roadmap document with them.

### 2009 BENCHMARKS - \$100,000

- ✓ Published the *Health Policy Reform: A Roadmap for Smarter and More Effective National and State Alcohol and Drug Policies*.
- ✓ Continued Advocacy efforts focusing on Medicaid.
- ✓ Convened/staffed a national coalition focusing exclusively on the equitable and adequate inclusion of addiction and mental health in all national healthcare reform efforts.
- ✓ Established a database of key Congressional contacts and decision makers in partnership with a nationwide network of provider advocates.
- Use social media, including Facebook, Twitter, LinkedIn and others, to reach people outside the field who care about and are committed to decreasing stigma and increasing capacity of addiction services.
- Create a dedicated website for the National Advocacy campaign that will keep donors and interested individuals up to date on activities and current happenings in the campaign.
- Launch a monthly e-newsletter **IMPACT** to provide campaign updates and encourage advocacy activities.



For more information about the National Advocacy Campaign, contact

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### **2009 BENCHMARKS - \$200,000**

- Develop a phased-in Public Relations/Strategic Communications plan that will include communications goals, audiences, and targeted messages using all available media and media outlets.
- Craft a Strategic Rapid Response Communications plan to address any immediate need to respond to national issues in the addictions field.
- Increase Advocacy efforts to expand the human resource and service capacity of the prevention, treatment and recovery field.

### **2009 BENCHMARKS - \$350,000**

- Expand the NAC website to allow donors and interested parties to interact with the campaign and campaign staff.
- Execute phase 1 of Public Relations/Strategic Communications plan
- Implement Strategic Rapid Response Communications plan.
- Commission nationwide poll to gather information about the public's attitudes, beliefs and perceptions related to the disease of addiction, and prevention, treatment and recovery services.
- Support State plans with coordination and access to NAC

### **2009 BENCHMARKS - \$500,000**

- Execute phase 2 of Public Relations/Strategic Communications.
- Expand Advocacy efforts to remove barriers that discriminate against people in recovery and to increase services for targeted populations, including:
  - Veterans/active service members;
  - Adults and adolescents in the justice system
- ✓ **Project completed**

#### **What You Can Do:**

- **Join the National Advocacy Campaign and help support the nationwide movement to change alcohol and drug policy and to eliminate stigma and remove barriers for people in recovery.**
- **Share the LAC/SAAS Roadmap with your State and Federal legislators.**
- **Schedule meetings with legislators to discuss the importance of adequately funding addiction healthcare services and the need to include addiction healthcare in all discussions about healthcare reform.**

**With strong advocacy, we can achieve policy reforms to save millions of lives and strengthen families and communities across this nation.**